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# ukactive

Dr Sarah Domone

Kyle Linzell





More people  
More active  
More often

25 year old organisation with 3,500 members with some form of stake, benefit to be gained, or role to play in getting the nation more active, more often



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# We support and champion the physical activity agenda

- Facilitate **big impact partnerships**
- Conceive **breakthrough campaigns**
- Develop and deliver **key projects**
- Conduct **critical research**
- Serve great **benefits to our members**



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**A sector in need  
of a central grip  
on where it  
stands....**

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# ukactive Insight, a data driven approach

ukactive's Data and Insight strategy aims to:

1. Bridge the gap between **fitness** and **public health**
2. Provide comprehensive **market insights** by **connecting consumer information** across various organisations and time periods
3. Generate **bespoke consumer intelligence** to support business performance



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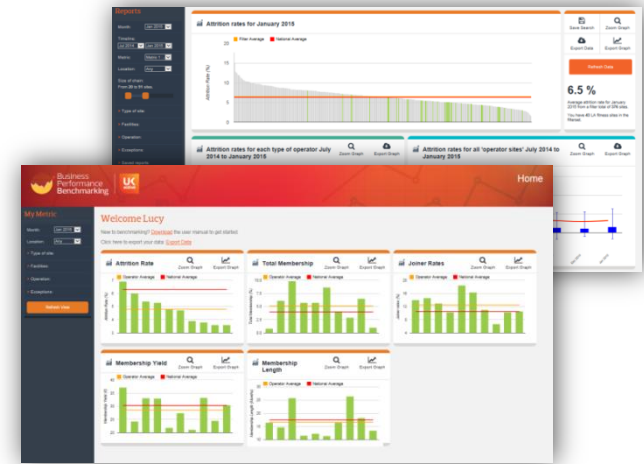
# **Business Performance Benchmarking**

# Business Performance Benchmarking

## Generating new insights

Benchmarking provides UK fitness and leisure operators with a **unique insight** into how their organisation is performing against the **industry average** and other operators in an anonymous environment through:

- Online benchmarking software
- Quarterly and annual Business Insight reports
- Individual consultations



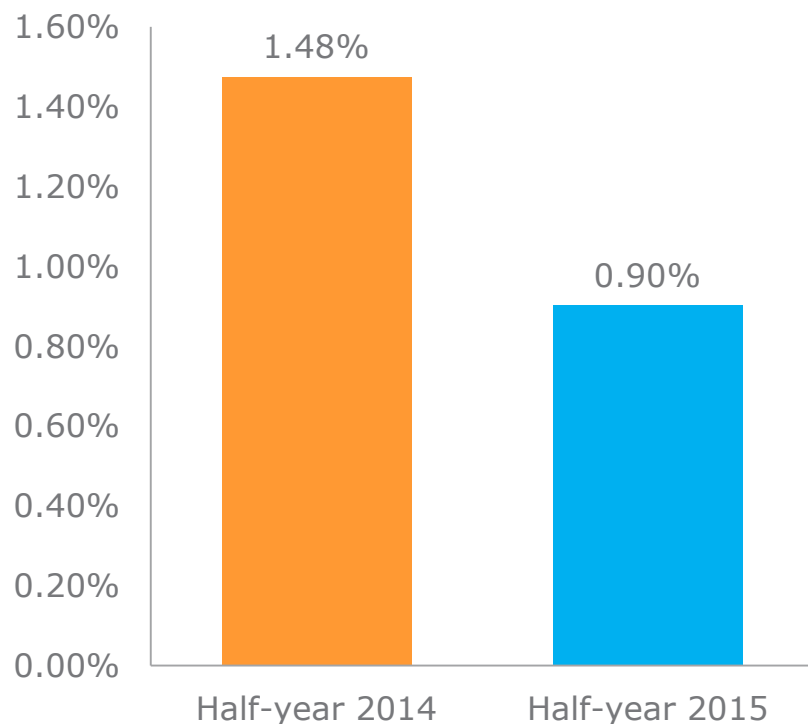


# 2015 Mid-year benchmarking metrics



# Fewer members are joining

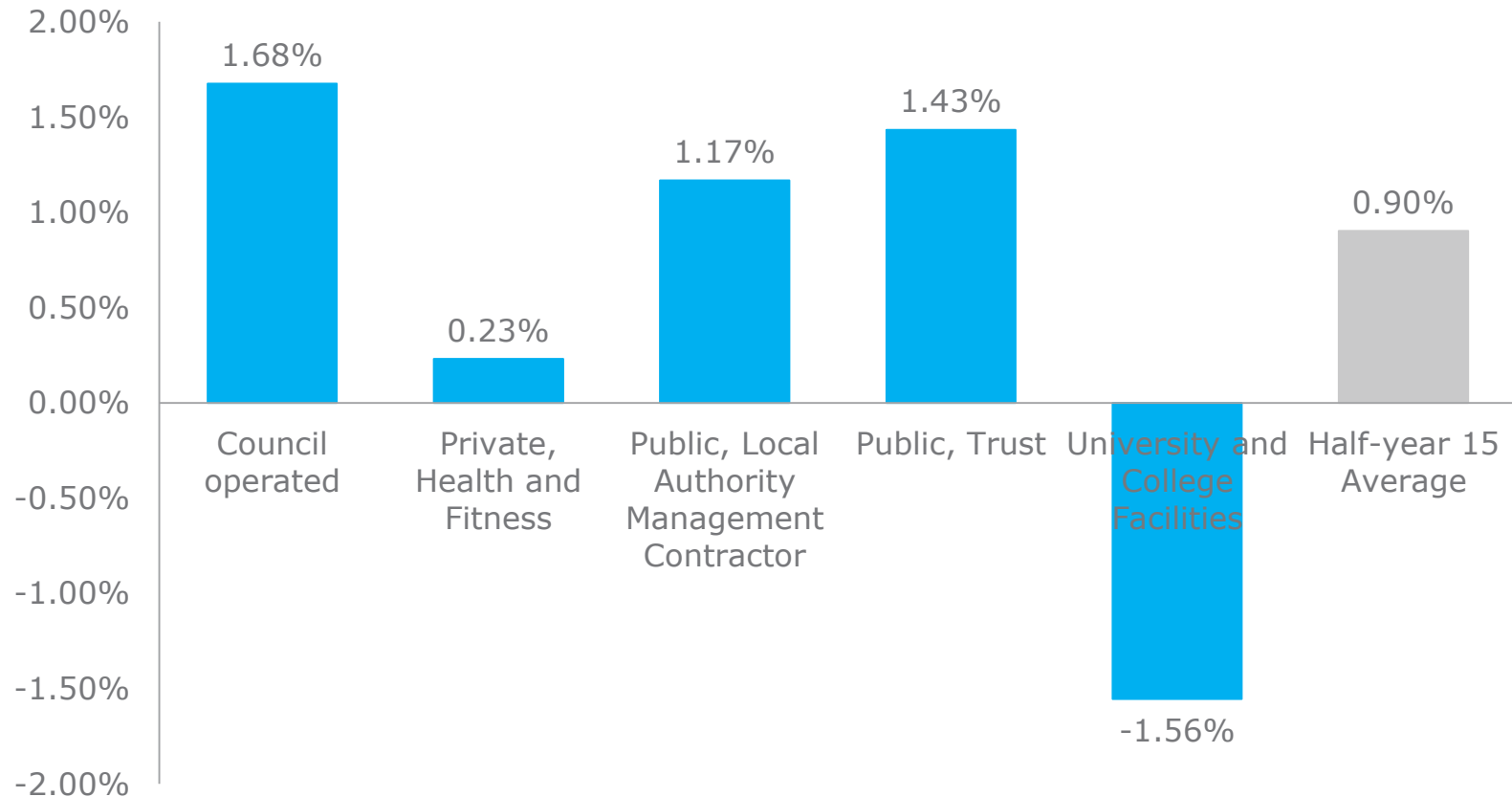
Member movement rate comparison for the half-year period 2014 and 2015:



- » The sector is evolving
  - » Low-cost operators
  - » Boutique fitness clubs
  - » Outdoor activity market
  - » Growth in technology
- » As a result, already established fitness and leisure operators are being challenged to engage with, and retain customers.

# Are universities struggling to keep up?

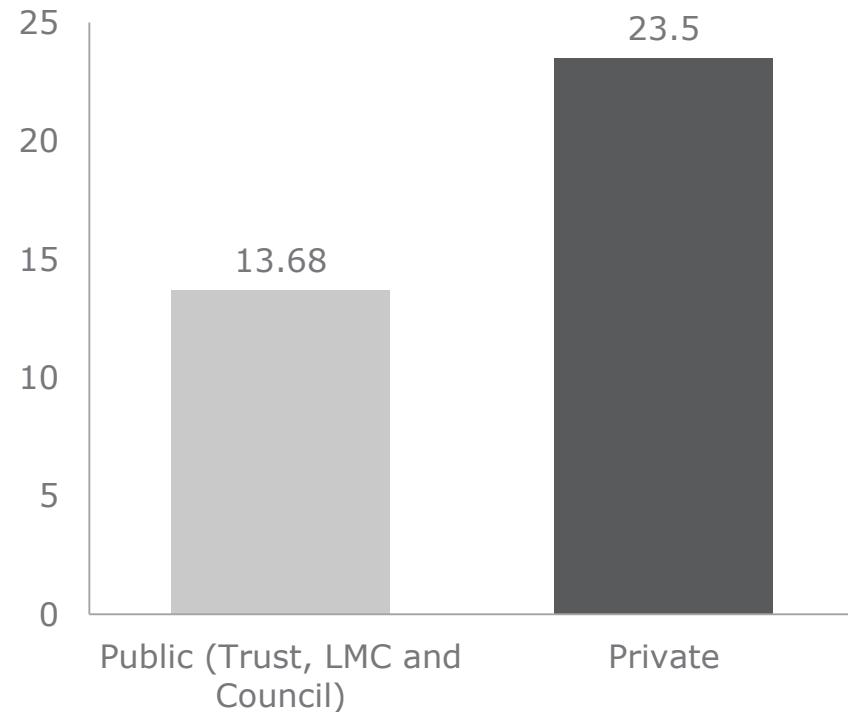
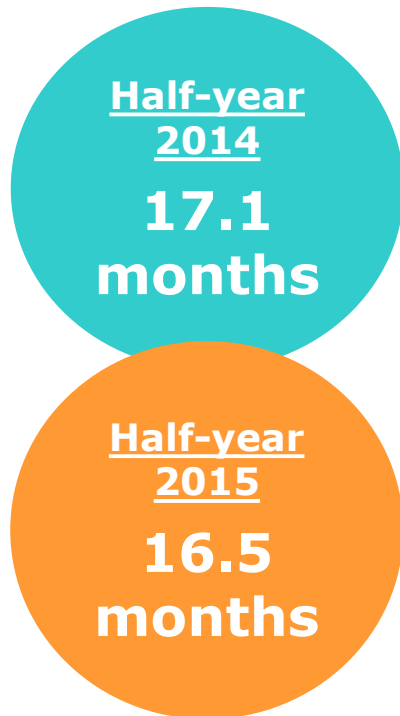
Member movement rate comparison between different types of operators for half-year 2015:



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# The challenge is retaining members

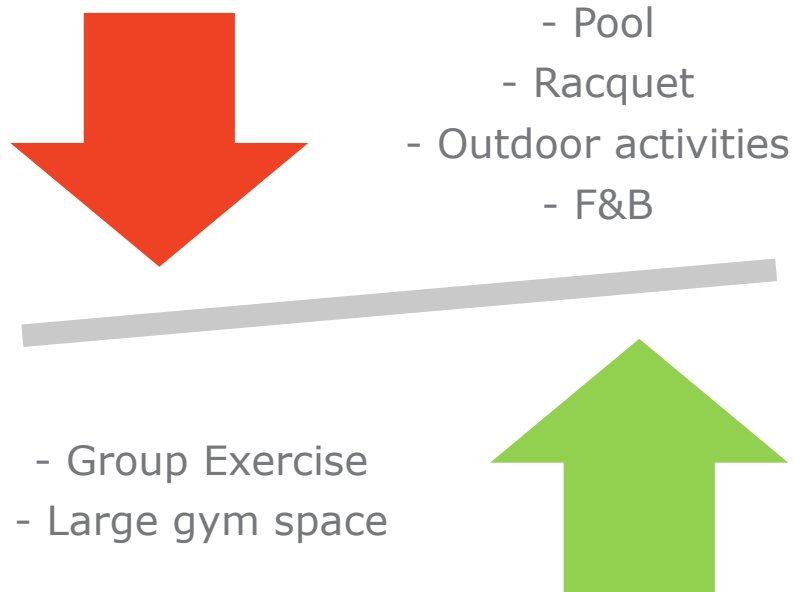
Average length of membership:



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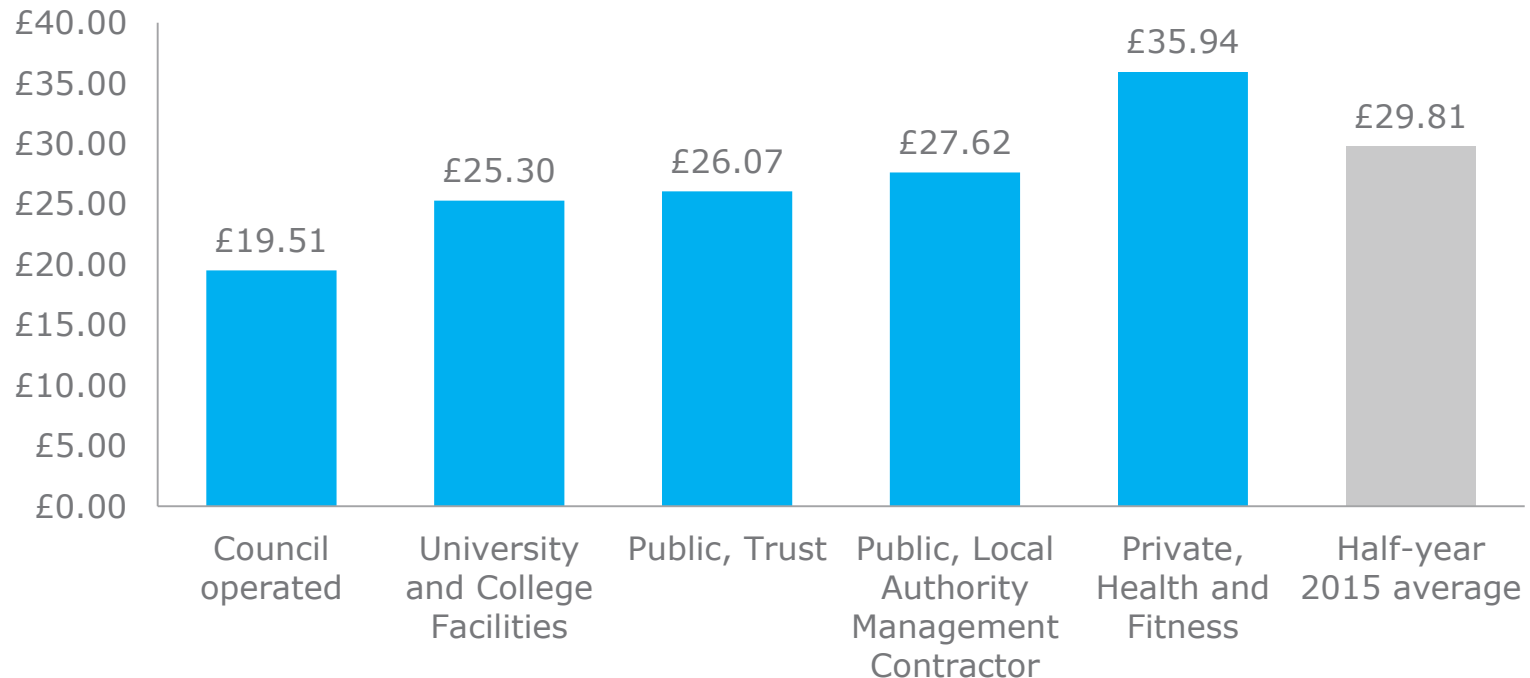
# Factors driving retention

Average length of membership analysis:



# Opportunities to benefit from an effective pricing mechanism

Comparison of average monthly membership yields by operator type for the half-year 2015:



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# Benchmarking insight

## Half-year 2015 report revealed that:

1. Membership movement is declining
2. Membership fees being challenged by the low cost market

Monitor your performance across 5 crucial business metrics

Compare your performance against local competitors in the market

Compare your performance against other competitors across the country

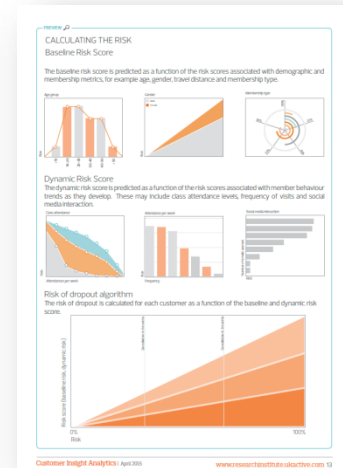
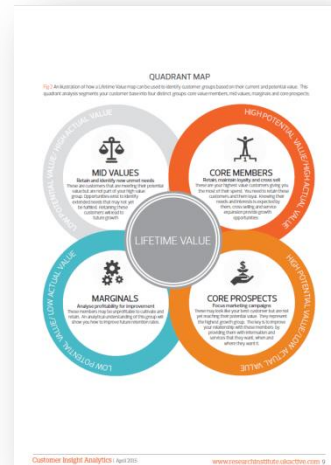
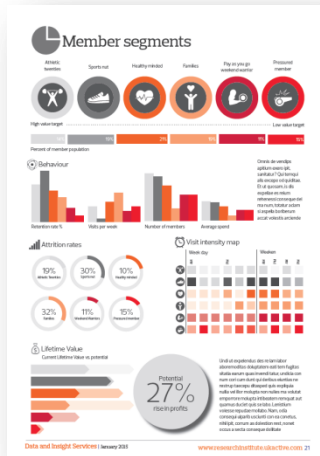
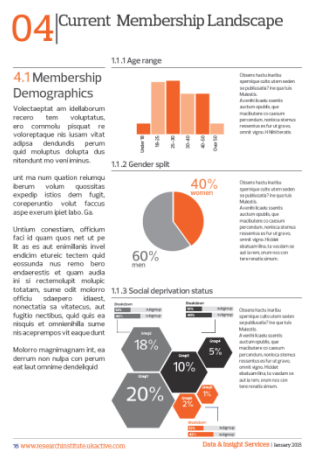
Understand general market trends



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# What's next for benchmarking?

Focus on generating customer intelligence:



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# ukactive Membership Update





## ukactive Educational Series

New look webinar series, delivered free to all ukactive Members.

- Series one will be 6 sessions delivered by Alliance Leisure over 6 weeks.
- Expertise will cover topics such as retention, sales, marketing.
- Due for release in October.



allianceleisure



**5<sup>th</sup> of November, 2015**

Set piece development event for the activity sector. Presenting and discussing key development issues. This year to be held at the Emirates Stadium, London



**Licensing**

ukactive continue to work hard to reduce the licensing costs imposed on the sector. Alongside the PPL discount already on offer, ukactive are facilitating conversations between PRS and operators to create a more consistent, efficient and cost effective structure.

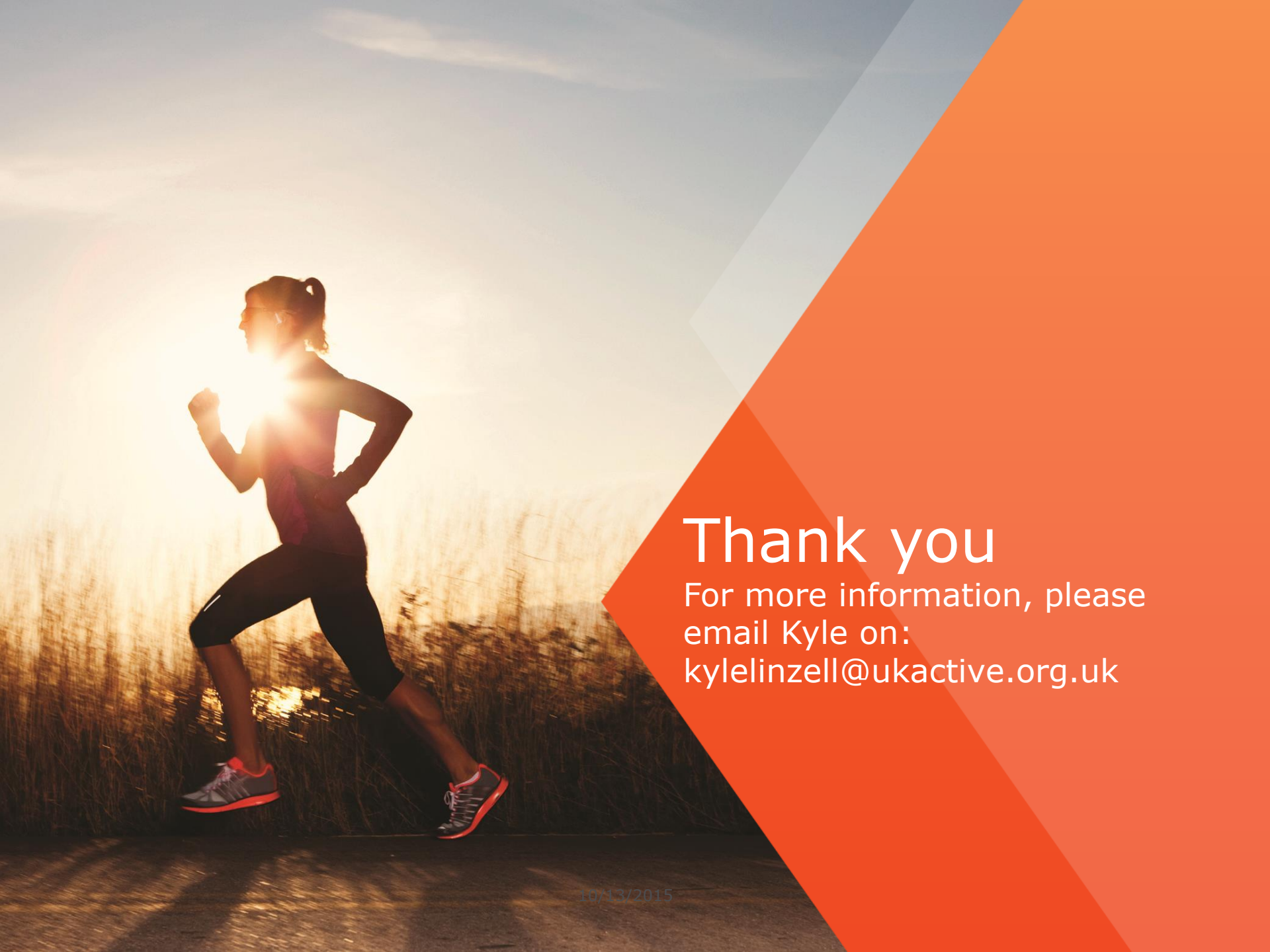


**Health Commitment Statement**

An ideal replacement for PARQ, HCS protects you from fraudulent claims and reduces the barrier of entry into your facilities.



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# Thank you

For more information, please  
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